

VERMONT WORKING LANDS ENTERPRISE INITIATIVE

Sidehill Farm

Brattleboro, VT



SIDEHILL FARM
Handmade In Vermont Since 1976

One of the first specialty food companies in Vermont, Sidehill Farm started in the 1970's when Dot and Ben Naylor resurrected old family recipes for artisanal jams and began producing them for friends and family. Their children spent many summer afternoons picking raspberries for those first jam batches. Folks appreciated the unique way Sidehill Farm makes their jam: No pectin or artificial ingredients, just boiled-down fruit and sugar, handmade and hand-stirred, which produces a jam with more fruit and more flavor in every bite. Before long Ben and Dot began making jam full time for specialty food shops throughout Vermont.



Their major competitors are non-Vermont companies with larger product lines, sourcing fruit worldwide. They have worked to balance cost-competitive expansion of their product line with their commitment to use more local produce. In the previous phase, they found that additional equipment could help them accomplish these often competing goals. Building on this success, completion of this project will further expand their line and continue to increase local produce purchases.

Total Working Lands Grant—\$15,000.00

Total Match provided by Sidehill Farm—\$242,000.00

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In the first six months, equipment and fruit have been purchased and three new products launched. The new products, “fruit pastes”, are cheese accompaniments traditional throughout Europe. The quince, plum and pear pastes were developed and sold in a few stores late 2012. The Brattleboro Food says the “time is ripe” for local fruit pastes. According to John Ferarra, Coop cheesemonger,



“Fruit pastes are an essential component of a well-rounded cheese plate. The Brattleboro Food Coop is indebted to Sidehill Farm for supplying superb locally sourced and made fruit pastes to accompany our fine local cheeses. Our customers continue to seek out these products.”

The increased sales from this project have also added three new manufacturing positions.

Sidehill Farm owners Kelt and Kristina Naylor believe the grant is a win for sustainability; not only have jobs been created, and local fruit purchases increased, but gourmet stores can also replace imported pastes with locally source pastes. Kelt then

discussed the effect this project has had on a small family-owned business.

“This project is personal. I grew up in Vermont, and anyone who has lived here awhile has watched one of their favorite pieces of agricultural land be lost forever. Knowing we can do a small part stopping that process has re-energized our workdays.”

Sidehill Farm, a family owned company, was founded in 1976 in the family kitchen. Sidehill Farm has grown to make over 30 jams and toppings in it's Brattleboro commercial kitchen with the same preserving tradition their great grandmothers used.

